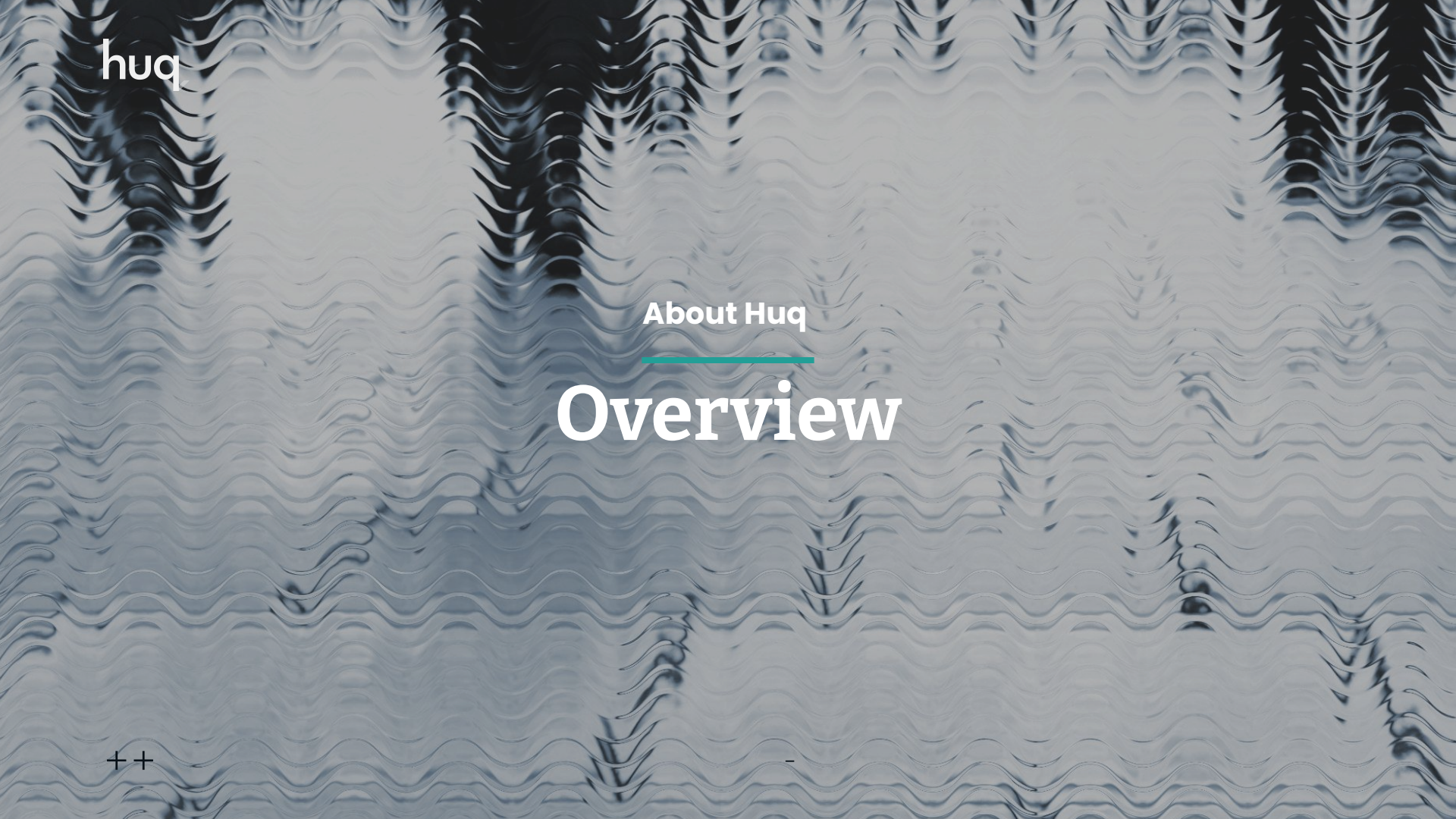
huq
About Huq
Overview

Why Huq as a partner?

In a fragmented world, government need a universal language. We built that currency that removes friction and empowers your understanding of consumer interaction with physical places.

Consistent Coverage

Maximum Flexibility

Premium Support

1st Party Data

5+ Years of Historical Insights

Real-Time Data Capture

Standardised Global Format

Demographically Representative

Informing strategies for 300+ Partners.

Spanning across Local Authorities, BIDs, and Government Bodies.

Unlock the secrets of consumer behaviour shifts with accurate and actionable insights.

Don't just react, predict the impact on your place strategy.

Footfall

Estimated number of visitors.

Dwell

Average minutes spent by visitors by day of week.

Density

Visual concentration of people to understand hotspots - combining footfall and time spent.

Day-Part Footfall

Estimated number of visitors by time of day.

Extended Dwell

Split of visitation by buckets of time i.e 10-30 minutes, 30-60 minutes.

Catchment Analysis

Highlights postcode of visitor origin as a % share of visits.

Demographics

Estimated visitor profile by age %, gender % and disposable income distribution.

Spend

Indexed view of spend by total spend and by a category i.e F&B, retail, apparel.

Local Authority Use Cases

Local Government Use Cases

Monitor the impact of interventions or marketing

- Measure place performance before and after changes/ projects/ interventions to understand impact and report on achievement of objectives
- Inform stakeholder conversations and communications with a strong evidence base on the impact of developments in your towns.

Monitor economic growth or decline over time

- View trends from pre-COVID to present day to fully understand area recovery and vitality

Inform strategy and economic interventions

- Understand consumer behaviour in your towns
- Know your audience
- Identify risk areas that require investment

Gain funding and investment for your place

- Highlight potential ROI to investors
- Prove need for funding to government
- Predict long-term trends for planning and project delivery

Support consumer-led, footfall capturing businesses

- Advise businesses on consumer trends such as busy times of day
- Understand consumer behaviour by demographics

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Certainty funnel

How do I prove the success of our initiatives?

PRODUCT	RATIONALE	%
Total Footfall	Capture the number of visitors before, during, and after initiatives/ interventions to provide clear insights into its impact on visitor numbers	40
Mastercard Geo-Spend	Tracks changes in spending behaviour linked to initiatives/ interventions to show their economic impact/ continued benefit	70
Daypart Footfall	Identify changes in footfall for day-part linked initiatives/ interventions (free parking at midday/ night time safety campaigns)	80
Dwell Time	Track dwell time before, during and after events or initiatives to evaluate engagement and satisfaction levels	85
Demographics/ Catchment	Understanding the demographic makeup and origin of visitors helps assess whether the initiatives/ interventions appealed to the intended audience/ increased accessibility	90

Certainty

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Actionable insights: **"Use initiatives to drive community engagement"**

*"Our recent initiative generated an increase in footfall **AND** spend **AND** brought people into our community during a typically quieter period **AND** these visitors stayed in our community for longer than normal **AND** these visitors were from local areas. These indicators suggest the initiative was a success".*

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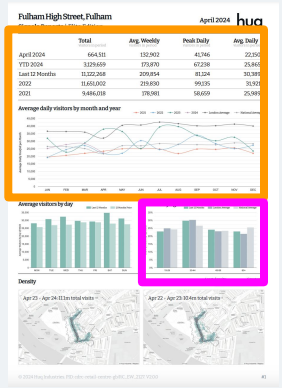

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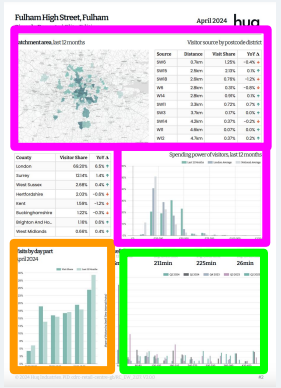

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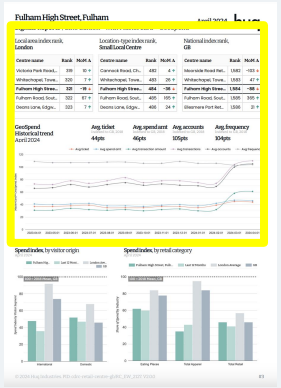

Previous reports

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Certainty funnel

How do I evidence a need for new funding?

PRODUCT	RATIONALE	%
Total Footfall	Measure visitor numbers and understand trend - rising or falling activity levels reflect perceptions of vibrancy/ safety/ engagement	60
Dwell Time	Track how long visitors stay in a designated areas - shorter dwell times suggest a negative perception of safety, amenities and public realm	70
Daypart Footfall	Measure visitor numbers and movement patterns in key dayparts - peaks and troughs represent threats and opportunities	80
Mastercard Geo-Spend	Understand consumer spending patterns over time as an economic indicator for centre health	90

Certainty

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Actionable insights: **"Unlock funding to regenerate community"**

*"Our community has seen declining footfall over the last 36 months **AND** a declining average dwell time **AND** there is a gap in footfall between the hours of 6pm and 12am **AND** spend has been in decline. These factors indicate the area is in decline and has a perceived lack of safety. Funding is required to implement intervention strategies".*

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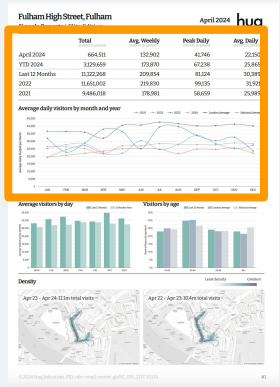

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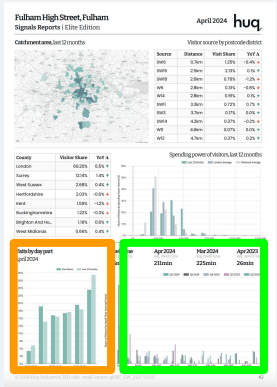

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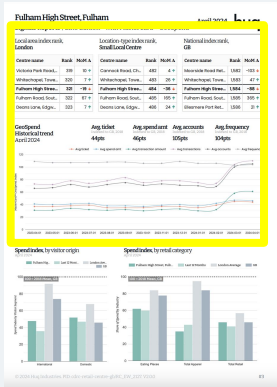

Previous reports

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Certainty funnel

How do I track and evaluate KPIs over time:

PRODUCT	RATIONALE	%
Total Footfall/ Daypart footfall	Track changes to visitation levels to evaluate initiatives' impact and assess local retail and public space health	40
Mastercard Geo-spend	Track visitor-driven economic activity to assess financial impact, understand trends, and serve as a critical economic indicator	80
Dwell Time	Quantify the effectiveness of initiatives aimed at increasing visitor engagement and time spent (longer = higher engagement)	85
Demographics	Evaluate whether initiatives are attracting the target audience/ a diverse audience using age, gender, and disposable income data	90

Certainty

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Actionable insights: **"Initiative 'x' continues to generate increased spend"**

*"Footfall has been higher year on year for the last 3 months **AND** visitor profiles are moving towards older more affluent cohorts **AND** visitors are staying for 28 minutes longer **AND** spend has increased and has sustained".*

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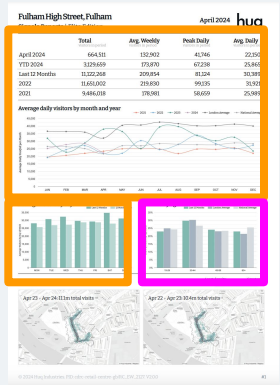

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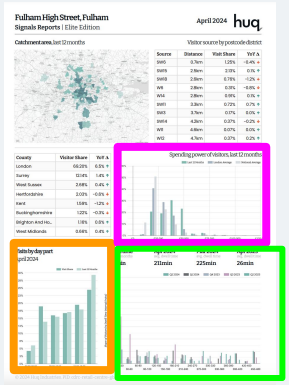

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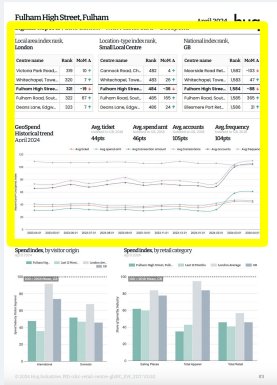

Previous reports

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Pricing

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The below options refer to a one year reports subscription. Reports subscriptions include 12 monthly reports per place.

Core Reports

Footfall, Age Demographics, Density Heat Map

1 Town Centre - £1k

5 Town Centres - £3k

10 Town Centres - £5k

Advanced Reports

All of Core + Purchasing Power, Daypart Footfall, Dwell Time, Catchment Area

1 Town Centre - £2k

5 Town Centres - £4.5k

10 Town Centres - £7.5k

Elite Reports

All of Advanced + Mastercard Spend

1 Town Centre - £3k

5 Town Centres - £6k

10 Town Centres - £10k